



Best Practice Commitment Guide

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Introduction

The Bounty Best Practice Commitment Guide is a set of guidelines which underpin our values and ensure that Bounty and its commercial partners work in alignment with the best practices set out by healthcare professionals, government departments and other professional organisations.

Our responsibility is fourfold:

- 1) To ensure that mums-to-be and new mums get accurate and relevant information
- 2) To earn and maintain the trust and respect of the healthcare professionals involved in the care of mums-to-be and new mums
- 3) To accurately represent the standards and guidelines of key bodies that influence policy and practice within the Maternity and Paediatric sectors
- 4) To help ensure that commercial communications received by our members are responsible and ethical

Bounty has worked closely with the NHS since 1959, providing essential support and information to generations of new parents. Throughout this time, Bounty has worked continuously to ensure that parents and hospital staff are happy with the service Bounty provides, that services are offered on the basis of choice and that the information we and our partners provide to parents, complies with professional best practice standards.

Because Bounty collects personal information from mums to ensure that the products and services it provides are appropriate, we have established policies, processes and controls in place to ensure that we comply with all aspects of the Data Protection Act 2018. Please note that advertising and communications are aimed at new and expectant parents and that Bounty does not advertise or market to the children of its members.

In addition to providing new parents with timely information across our website, communications, apps and free guides, we also introduce carefully chosen products and services to new and expectant parents via pregnancy and parenting related Bounty packs, which women tell us, can be invaluable through the different key life stages of pregnancy, birth and beyond. The contents of the packs, including products and information, are subject to Bounty's audit procedure, which is administered by the Bounty Approval Panel.

Bounty retains an expert panel of independent professional advisers to ensure the accuracy of health and parenting information. The application of Bounty's Best Practice Guide extends across the whole UK business and throughout all media channels.

1 Audit Procedure

1.1 Bounty Approval Panel

Anything sent out under the Bounty name is assessed against these Best Practice Guidelines by the internal Bounty Approval Panel. Commercial partners are advised not to print or pre-pack larger quantities than necessary for a six-month period to ensure materials are compliant with any changes in best practice.

1.2 Product Samples, Information and Advertising Standards

Bounty reserves the right to refuse any product likely to be considered contentious by healthcare professionals and/or parents, or which might undermine Bounty's vision and values. Bounty does not accept advertising unless it complies with the ASA advertising code (www.asa.org.uk).

2 Infant & Toddler Feeding

2.1 Milk Feeding

Bounty supports the WHO/Unicef International Code on the Marketing of Breastmilk Substitutes and provides only factual information about breast and bottle feeding which is free from commercial interest. Bounty does not generate revenue from the promotion of bottle feeding.

This means that you can be assured that **Bounty DOES NOT:**

- Allow advertising from any types of formula milk (including, infant, follow-on, toddler and specialist/prescription milks).
- Allow advertising for bottles, teats, dummies/soothers, nipple shields, bottle warmers, formula milk 'preparation' machines or nipple creams that contain ingredients which require the cream to be removed before breastfeeding.
- Advertise or facilitate recruitment to independent Baby Clubs specific to brands of formula milks.
- Allow advertising for sterilisers, sterilising tablets/solutions and breast pumps to include images of bottles with teats or dummies (or reference mention of bottle feeding).
- Allow advertising for nipple creams or gel breast pads, to include negative messaging which may affect perceptions of breastfeeding.

2.2 Foods Suitable for Babies & Toddlers

Advertising for foods, which are widely accepted as being baby and toddler friendly additions to the diet of babies as they progress through their introduction to solid food, may be considered by the Bounty Audit Panel.

Commercial partners may advertise in communications aimed specifically at members whose babies are aged 6 months and above. If accepted, Bounty will ensure that advertising includes age/stage appropriateness and that advertisements will never undermine the food and nutrition policies of Government, nor the health and wellbeing of children. Bounty is mindful of the issue of childhood obesity and its responsibility to encourage eating well and being 'sugar and salt smart.'

3 Baby Product Standards

3.1 Safer Sleep

Bounty works closely with the Lullaby Trust charity and fully supports the guidance that sleeping babies should always be shown sleeping on their back in the feet-to-foot position, in all Bounty communications. Bounty will only allow advertising for products that are aligned to the Lullaby Trust guidelines.

In addition Bounty will not accept advertising from baby monitor brands which make claims or suggest that they will reduce the risk of Sudden Infant Death Syndrome.

Also, Bounty does not accept advertising from popular high street baby items such as cushioned sleep pods, nests, baby hammocks or sleep positioners. These go against safer sleep guidelines and evidence shows that sleeping a baby on anything but a firm, flat surface, or using soft, heavy bedding, can increase the risk of SIDS.

3.2 Milk Teeth Toothpaste and Fluoride

The British Dental Association recommends that children age 0 – 3 years use toothpaste containing no less than 1,000 ppm fluoride, therefore, Bounty will ensure that all promotional materials for toothpaste will comply with these fluoride requirements.

4 Adult-focused Products

4.1 Home Dopplers and App Devices Measuring Baby's Heartbeat

To ensure that mums-to-be never mistakenly rely on 'home dopplers' or app devices to reassure themselves about baby's heartbeat, Bounty never accepts advertising from these types of products/services.

Bounty fully supports the advice that women should get to know their baby's normal pattern of movement, and that if a pregnant woman has concerns about her baby's movements, she should contact her midwife or healthcare professional and never rely on a home doppler or app.

4.2 Antenatal Scanning Services

Any organisation advertising private scans to Bounty members, must operate within the guidelines for professional ultrasound practice, as set out by the Society and College of Radiographers and the British Medical Ultrasound Society in December 2015. As such, sonographers must be appropriately qualified and the company must have pathways in place for medical referral. The company should also make provisions for indemnity and legal liability.

4.3 Stem Cell Collection

Bounty does not accept advertising from private stem cell collection companies; however, Government or charity backed stem cell donation services (where cord blood is collected free of charge, and stored for any patient's needs and not specifically for the donor person or family), is considered.

4.4 Alcohol

Bounty does not accept advertising for alcohol related products.

4.5 Electronic Cigarettes

To eliminate any confusion between tobacco cigarettes and e-cigarettes, Bounty applies the same restrictions to both and never accepts advertising for either.

4.6 Weight Management Services & Products

Bounty will only consider allowing the promotion of healthy weight management services and slimming aids to its members, provided that mums have passed the 6 months' post-natal period. Furthermore, all slimming aids and services must have healthy eating and exercise as their primary focus.

4.7 Cosmetic Surgery

To protect its members from worries over body insecurities, which many say are heightened in pregnancy and after having a baby, Bounty will never carry advertising for cosmetic surgery.

4.8 Gambling

Bounty occasionally accepts National Lottery and Health Lottery advertising, but will not work with any other gambling related companies.

4.9 Payday Lenders and Sub-Prime Loans and Credit Cards

In recognition of the fact that high-cost credit companies can cause misery for families, Bounty will not accept advertising from these industries.

5 Use of Bounty Membership Data

5.1 Data Protection Legislation & Regulation

In addition to complying with the Data Protection Act 2018, Bounty strictly observes the rules and conditions of the Direct Marketing Association Code of Practice, the Mailing Preference Service (MPS) and the MPS subset, the Baby Preference Service (BPS).

Bounty holds itself to extremely high standards when using member data. Bounty operates robust quality assurance measures to ensure that its database is accurate and only contains details of members who have given their permission to be contacted. If a person indicates that they would prefer not to receive any communications from Bounty, all communications through Bounty will be stopped.

Bounty's partners do not have access to Bounty's database. Communications come from Bounty and personal data is kept safe and secure.

Furthermore, Bounty audits and approves all content sent out on behalf of its partners to ensure that its members receive offers and information that are relevant and useful to them, and that all products and services comply with the Bounty Best Practice criteria and pass Bounty's own internal audit process.

Bounty does not conduct any form of telemarketing.

6 Bounty Maternity Ward Code of Respect

Bounty services are offered on the basis of choice, and in harmony with the STRIPE behaviour values that everyone at Bounty is expected to demonstrate:

Supportive Trusted Respectful Innovative Passionate Empathetic

This 11-point Code of Respect ensures that ALL Bounty colleagues promise to respect parents' freedom to choose, and their privacy, dignity and safety, is responsibly and compassionately upheld to the highest standards.

We are extremely proud of our 60 year heritage - working in privileged partnership with NHS maternity wards, and are committed to ensuring that every parent who chooses to meet us, experiences an excellent bedside service.

1. IDENTIFICATION & COURTESY

RESPECTFUL

We wear our Bounty uniform and name badge at all times. Every day, upon arrival, we introduce ourselves at the maternity ward reception, and ask the professionals on the ward which parents we may see. This is to ensure that clinically vulnerable patients are not seen.

We are privileged visitors on the ward, and always respect the maternity ward professionals who we work alongside. Clinical needs ALWAYS take priority over the services we offer, so we will pause bedside proceedings if healthcare professionals need access to their patients.

2. HYGIENE/CROSS INFECTION

TRUSTED

As you would expect, and even before Covid-19, we scrupulously adhere to the highest hygiene and safety standards.

Established maternity ward protocols include sanitising hands on entering the ward and also in-between visiting each parent. NHS “bare below the elbow” rules also apply, as well as cleaning and sanitising equipment before and after use.

3. YOUR CHOICE TO SEE BOUNTY

EMPATHETIC

To ensure that all parents have the option to choose whether or not to receive our services, our Bounty Photographers will first distribute “YOUR CHOICE” cards to every bed on the ward.

Parents can choose which side of the Your Choice card to display, to indicate whether they want the photographer to return with a free Newborn pack and/or a no-obligation portrait session.

4. INCLUSIVE

RESPECTFUL

When a parent does not speak English, we tender the Your Choice card, together with translation information, so that irrespective of language, our services are offered to all.

5. PRIVACY & DIGNITY

EMPATHETIC

When a parent does not speak English, we tender the Your Choice card, together with translation information, so that irrespective of language, our services are offered to all.

6. SLEEPING & FEEDING

SUPPORTIVE

New parents need their rest, so we will NEVER wake a sleeping parent.

Likewise, we do not interrupt parents who are eating a meal or feeding their baby, always offering to return at a later time.

7. PERSONAL CONDUCT

EMPATHETIC

We will always show warmth and compassion.

We will never pass comment or opinion, as it could be misinterpreted by parents or mistaken for advice. We respectfully observe that providing guidance to new parents is the specialist role of the dedicated health professionals..

8. UNICEF BABY FRIENDLY INITIATIVE (BFI) COMPLIANCE

TRUSTED

We will not offer advice relating to breast or formula feeding. We will always refer families to healthcare professionals for advice and support. Bounty fully supports BFI standards.

9. TECHNICAL EASE & MODERNISATION

INNOVATIVE

We embrace digital technology to make it easy for parents to confirm that they have received their free Bounty Newborn pack. Using their mobile phones, parents can simply enter their email address on our micro-site as verification for having received a pack.

10. BOUNTY PHOTO

PASSIONATE

We are passionate and proud about delighting parents with high quality newborn photos.

Our no-obligation portrait session gives ALL parents who choose to have their baby photographed a choice of free gift and option to purchase photo packages. We promise that our passion will



NEVER be mistaken for pressure and we will never rush parents to make decisions.

We will give parents time and space to make up their minds, which includes allowing them to wait until they get home before making a purchase decision.

We will always respect their choices, and as such, any pressurised sales will not be tolerated.

11. CONTACT WITH THE BABY

RESPECTFUL

We are in the privileged position of being one of baby's first ever visitors, so if we are invited by parents to take photographs, we will always seek their permission before moving or re-positioning their baby.

IMPORTANT

Employment at Bounty Joy Limited is dependent on adherence to this Code of Respect. We take complaints about our colleagues very seriously. All complaints are fully investigated by HR and/or managers and any individuals concerned. Should a colleague be found to be in breach of this Code of Respect, it may result in disciplinary action which could affect their employment with Bounty Joy Limited. In the spirit of openness, colleagues who believe they may have inadvertently breached this Code, are encouraged to self-report directly to their line manager as soon as possible.